

1. INTRODUCTION

Lewis and Clark County (County) is seeking formal written proposals from qualified and capable firms to provide general public education and outreach services for the 2017 Jail Operations and Maintenance Levy Ballot Measure scheduled for the November 7, 2017 election. Proposals must substantiate in detail and demonstrate the firm's ability to provide such services including community outreach, education and public relations support.

2. CONTRACT PERIOD AND INFORMATION

The contract period begins upon contract execution and ends November 7, 2017. **Due to the narrow timeframe in which the work must be completed, the selected consultant should be available to work within 14 days of contract execution.**

The Consultant selected for negotiation of a contract will have demonstrated competence and professional qualifications necessary for the satisfactory performance of the required Scope of Services. The Consultant will provide proof of Liability Insurance Coverage and Workers Compensation Coverage in the limits required by the County.

3. SUBMITTAL DATE AND INSTRUCTIONS

Five (5) copies of the RFP should be submitted to Misty Edwards, Budget Analyst, Lewis and Clark County, 316 N. Park Avenue, Room 343, Helena, MT 59623. Respondents must submit proposals by 4:00 p.m. July 12, 2017.

The County will review each proposal and reserves the right to accept or reject any or all proposals, wholly or in part, in a manner deemed to be for the public good. The County will follow up with each consultant and may request an interview.

4. BACKGROUND INFORMATION

The Lewis and Clark County Law Enforcement Center (LEC) currently operates under a Public Safety Mill Levy that was approved by voters in 2000. That levy provides funding for the entire Sheriff's Office and has allowed the Sheriff to budget for the costs of providing comprehensive public safety throughout the county. Increased inmates, changing legal requirements and changes in jail standards require levying more than we did 15 years ago for the current facility. The levy on the ballot in November is to fund the costs to operate the renovated facility and operate identified programming at full capacity and at a cost estimated in the future. The full operating levy will not be implemented right away; it will ramp up over time to its maximum when our detention population justifies the positions and costs associated with housing additional inmates.

In November 2016, voters approved a General Obligation bond in the amount of \$6.5 million to renovate the existing LEC and increase the ability to house inmates; however, they did not approve the levy that would be used to fund the operations of that increased capacity. The levy question on

the November 2017 ballot will fund the operations and maintenance along with several diversion program recommendations and improvements to our local criminal justice system

5. RFP REQUIREMENTS

Qualifications and Experience

The contract award will be based on a combination of factors that represent the best overall value for completing the scope of work as determined by the County, including the consultant's qualification and experience; understanding the project's Scope of Work; appropriateness of work proposed; innovation and ingenuity applied to the project; prior experience with similar projects for government entities, and cost.

Review of Proposals

An evaluation committee will evaluate all responsive proposals based on stated criteria and recommend award to the highest scoring proposal. Selection and award will be based on the proposal and other items outlined in this RFP.

Contents of Proposal

Proposals shall include:

1. Information of Firm.
 - a. Overview of the firm, including firm's primary area(s) of expertise
 - b. Firm's ability to enter into an agreement with the County, including the firm's ability to devote resources to the full Scope of Work listed.
 - c. Name of the person that will serve as the primary contact.
2. Qualifications and Experience
 - a. Describe the firm's experience in performing similar work representing public agencies.
 - b. References: Provide three references for which the proposer has provided similar services. References should include date and description of service, project location, completion dates and organization's name.
3. Personnel
 - a. Proposals should include resumes describing the qualifications of the individual(s) proposed to perform the work requested.
4. Approach

- a. Describe the firm's understanding of the Scope of Services. Outline the necessary tasks to accomplish the objectives listed in the RFP and the overall approach that will be used to accomplish this work.
5. Project Budget and Timeline
 - a. Identify major milestones, hours worked, personnel used and hourly billing rates.
 - b. Identify estimated completion dates for the project milestone.

6. Scope of Work

The successful consultant will be expected to provide the following services.

1. Conduct research and survey public opinion.
2. Review research results and develop key message to present to the public. Communication methods to be used may include but are not limited to:
 - a. County Website materials
 - b. Mailers/inserts
 - c. Fact Sheets, flyers, handouts
 - d. Social Media
3. Develop educational message and communication deployment plan
4. Develop talking points for County staff, officials and other appointed persons
5. Identify key groups that should receive outreach and identify presentation opportunities for key officials
6. Develop content to inform and respond to questions from the public.
7. Work with volunteer and community groups interested in the measure in terms of providing training on the appropriate communication.
8. Work with the media to develop non-paid press coverage of the measure to help educate and inform the public.
9. Attend meetings with staff to review progress, provide necessary guidance to key personnel, and address and solve problems that may arise. Meeting frequency will be determined by the needs of the County.

7. Evaluation Process

An evaluation committee will review and evaluate the proposals according to the following criteria based on a score of 100.

1. Qualifications and Experience (30%)
 - a. Does the proposal demonstrate the ability to conduct research and develop and educational and communications plan?
 - b. Is the respondent's experience recent and relevant?
 - c. Does the respondent have sufficient staff and resources to accomplish the Scope of Work?
2. Approach (30%)
 - a. Proposal demonstrates clear, creative and innovative approaches for communication and outreach.
 - b. Proposal demonstrates strategies and partnerships to facilitate outreach and education
 - c. Respondent presents detailed and specific approach based on the Scope of Services.
3. Quality of the Proposal (20%)
 - a. Is the proposal well organized and complete?
 - b. Is the proposal specific to this project?
4. Project Budget and Timeline (10%)
 - a. Does the proposal include a schedule and timeline for accomplishing each item listed in the Scope of Services?
 - b. Does the proposal include anticipated hours worked and hourly billing rates?
5. Location of Respondent (10%)
 - a. Is the company local?
 - b. Has the company done work for the County?